



AI in HR: Identifying Gaps and Unleashing Game-Changing Opportunities

Sven Elbert
Head Analyst Services, Fosway Group, sven.elbert@fosway.com

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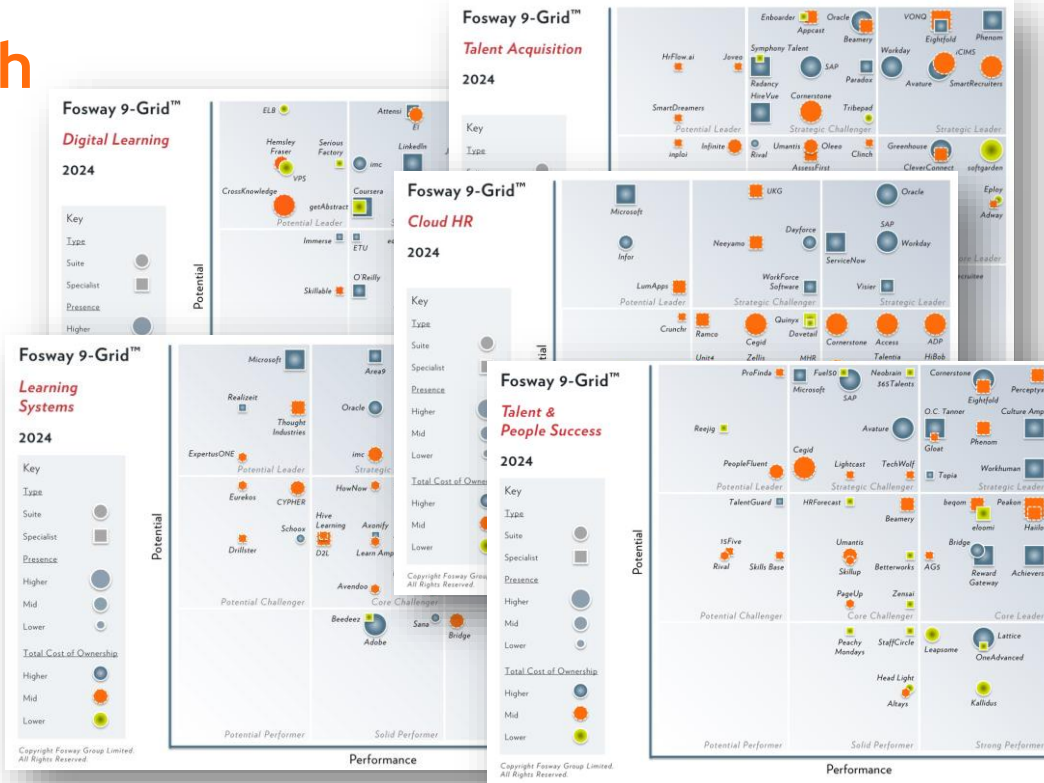
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- Cloud HR
- Talent & People Success
- Talent Acquisition
- Learning Systems
- Digital Learning



AGENDA

- ▶ AI is reshaping HR practices - but where are we on this journey?
- ▶ The impact of AI on HR - now and in the future
 - Impact of AI on Talent Acquisition and Workforce Intelligence & Analytics
 - How can AI enhance performance and employee engagement
- ▶ Identify the gaps in AI integration within HR and strategies to address them

Currently, what are your organisation's most significant business challenges?

97%

Availability
of Skills

92%

Increasing
performance &
profitability

89%

Managing AI and
Automation

88%

Reducing
Cost

86%

Economic
Pressures

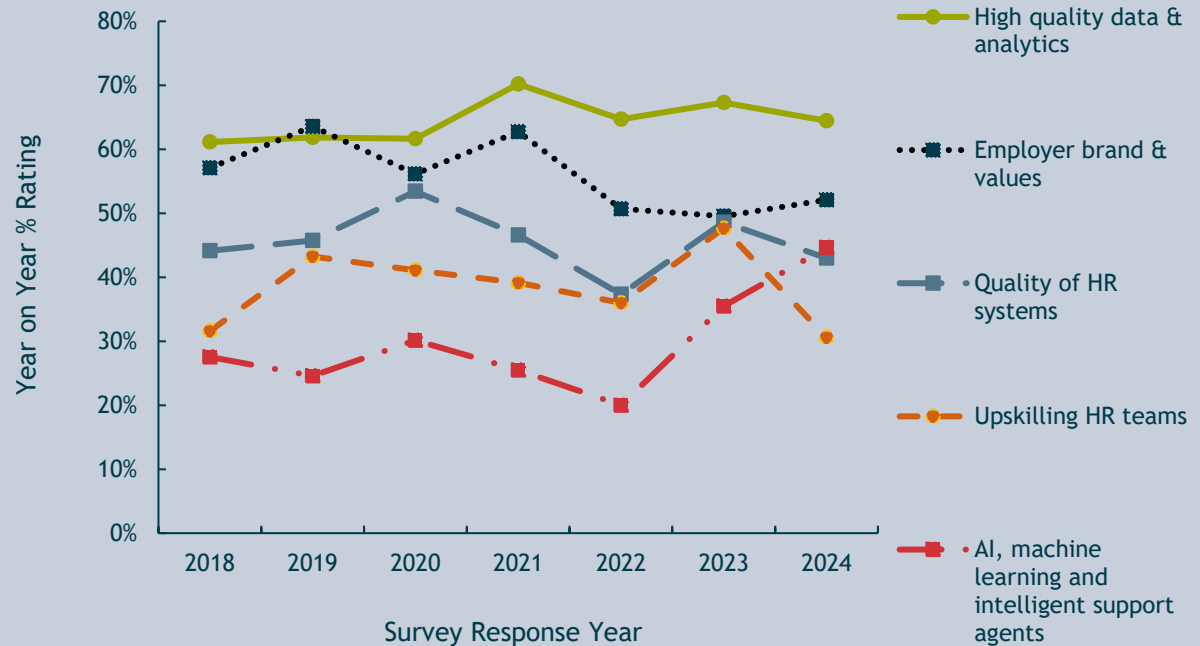
Source: Fosway Group, HR Realities Research 2024

Over the past 5 years data quality & analytics were seen as underpinning HR's success

AND NOW AI is really on the rise!

Source: Fosway Group, HR Realities Research 2024

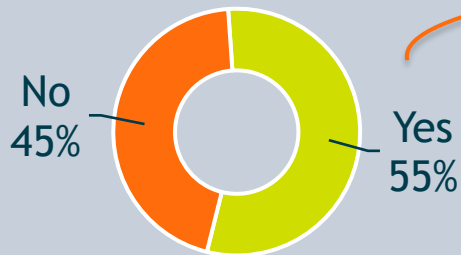
How important are the following to the future success of your HR operation?



Most are still only getting started

Source: Fosway Group, HR Realities Research 2024

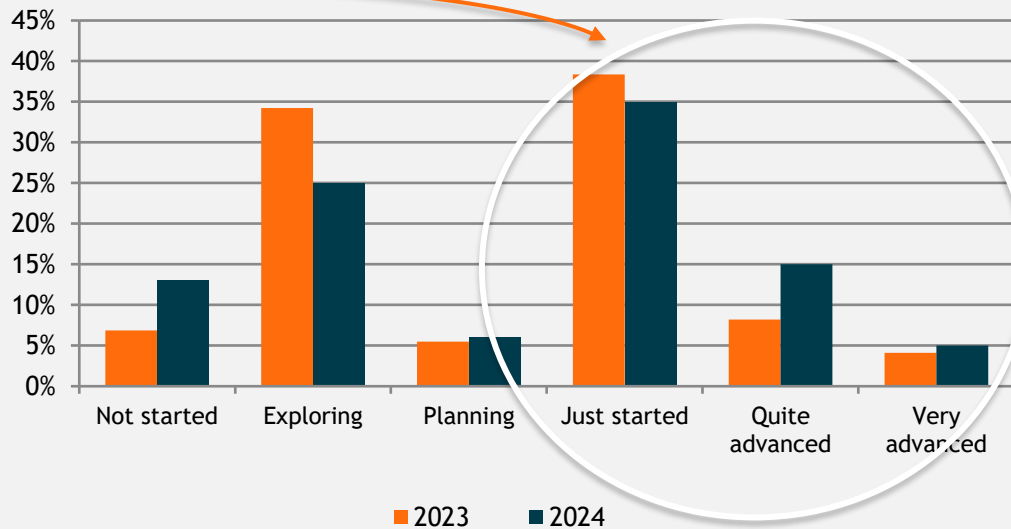
Have you implemented any AI-powered tools or systems in your HR processes?



Few consider themselves advanced in AI in HR. Most are at formative stages, either just started, planning or exploring

Out of the 55% who have implemented AI-powered tools - most are only 'just starting'

How advanced is your HR team in adopting AI within your people processes?





What challenges are you facing when adopting AI into your organisation's HR initiatives?

What challenges are you facing when adopting AI into your organisation's HR initiatives?

The Top Six



52%
Budget Limits



52%
System Integration



48%
GDPR & Data Security



45%
AI Reliability



45%
AI Understanding



45%
Bias Concerns

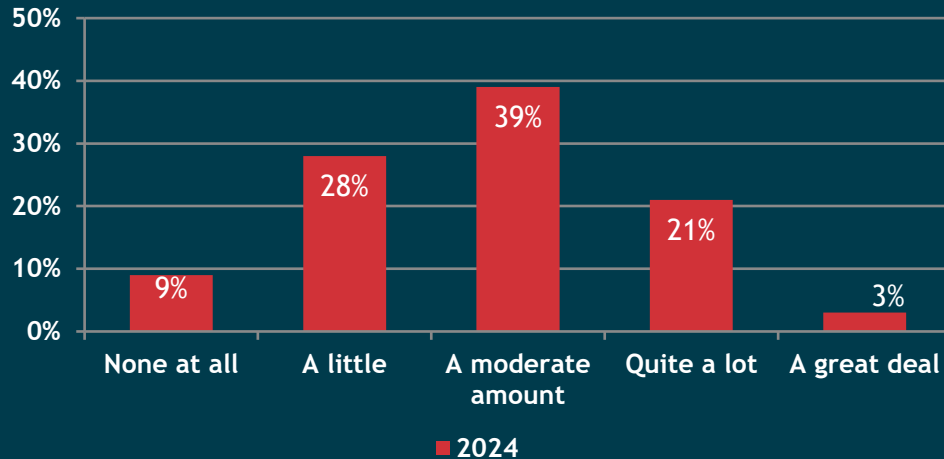
Source: Fosway Group, HR Realities 2024



The impact of AI on HR - now and in the future

91% are already experiencing some impact from AI on HR

How much is AI already impacting your HR function?



79%
plan to expand
their use of
AI in HR



When introducing AI into HR,
how do you decide what areas
within HR you should focus on?

What is driving your adoption of AI for HR in your organisation?

89%

are looking to AI to increase efficiencies. Streamlining HR process to save time and resources is clearly a major driver for AI-adoption.

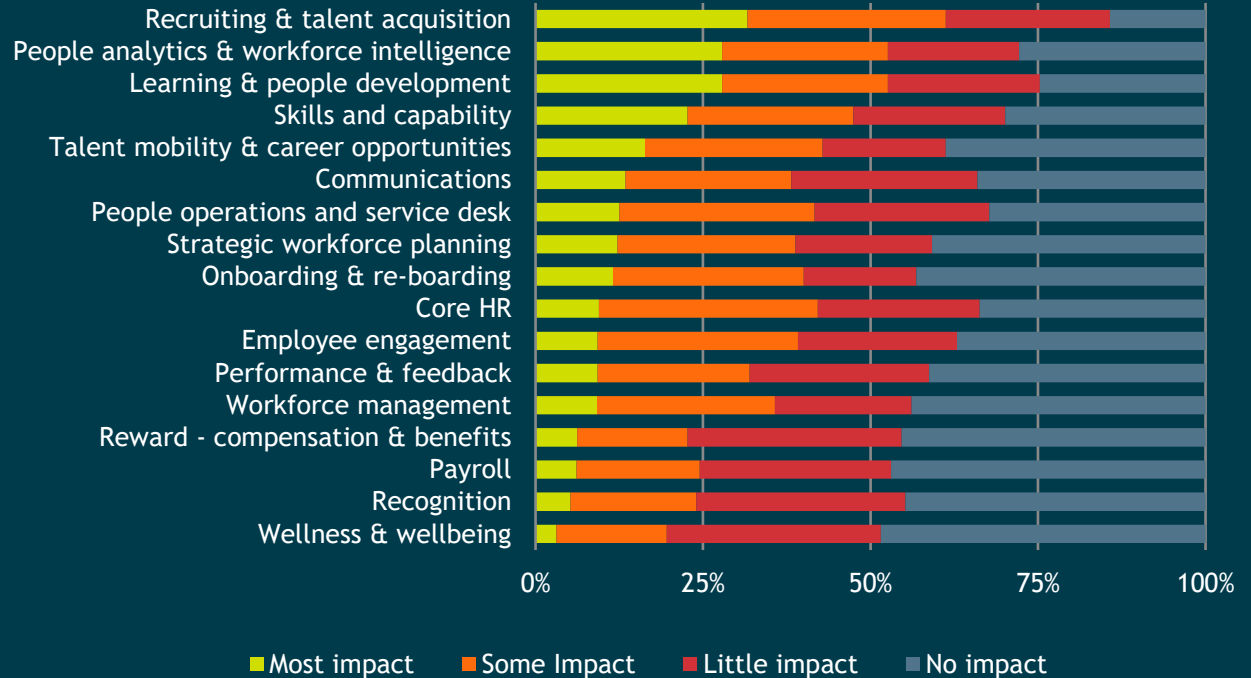
67% are looking to improve EX by enhancing interactions and engagement through automation and personalisation.

	Major driver	Minor driver	Not a driver
Increase efficiency	Major driver	Minor driver	Not a driver
Speed-up processes	Major driver	Minor driver	Not a driver
Improve employee experience	Major driver	Minor driver	Not a driver
Intelligent decision-making	Major driver	Minor driver	Not a driver
Raise accuracy and quality	Major driver	Minor driver	Not a driver
Cost reductions	Minor driver	Major driver	Not a driver
Reduce bias and increase equity	Minor driver	Major driver	Not a driver

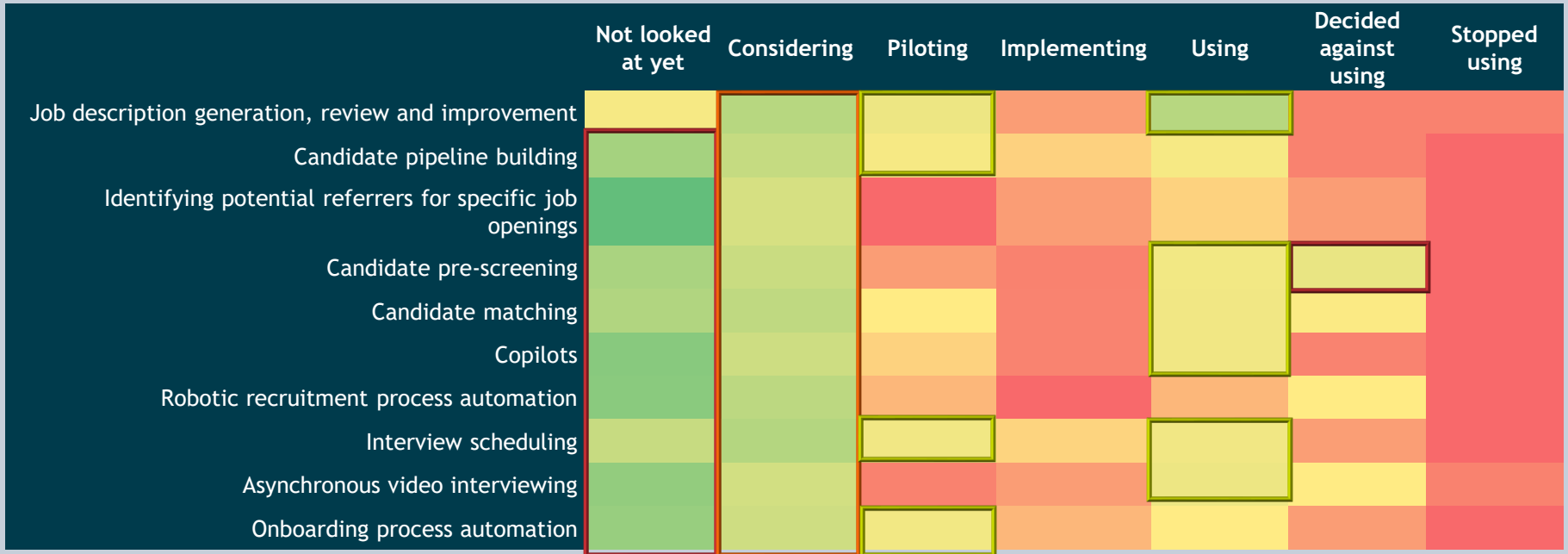
Source: Fosway Group, TA Realities 2024

Which employee experiences and people processes are being most impacted by AI in your organisation today?

Talent Acquisition leads the charge in adopting AI in HR, but it's still early days...

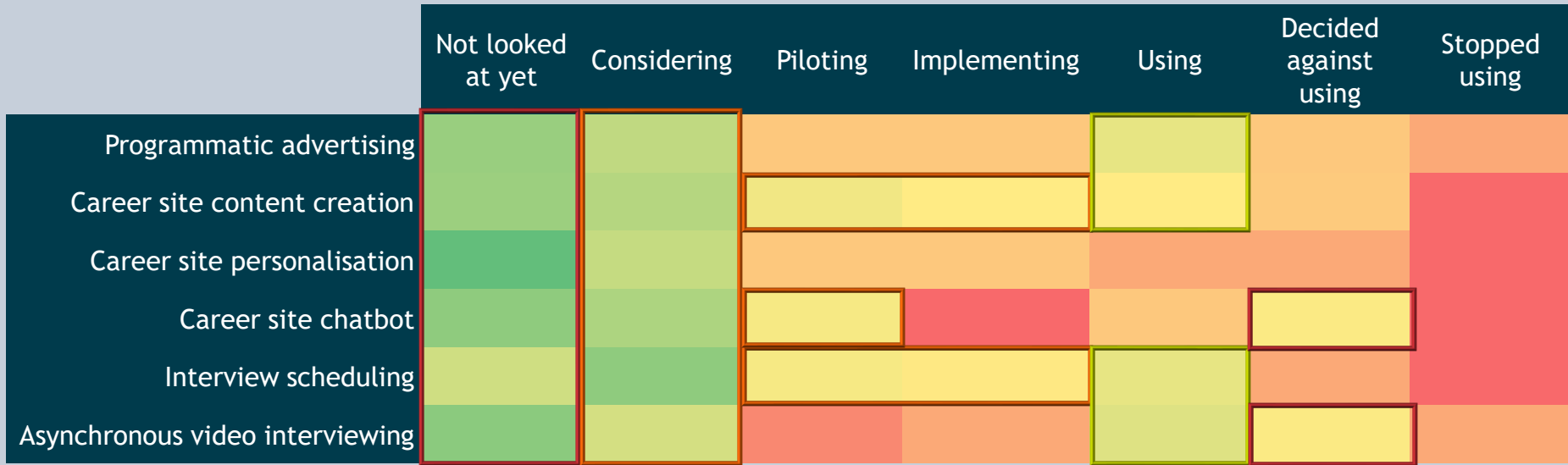


In which areas of your talent acquisition solutions are you already using, piloting, implementing or considering to use AI to enhance Recruiter/Hiring Manager Experience?



Source: Fosway Group, TA Realities 2024

In which areas of your talent acquisition solutions are you already using, piloting, implementing or considering to use AI to enhance the **Candidate Experience**?

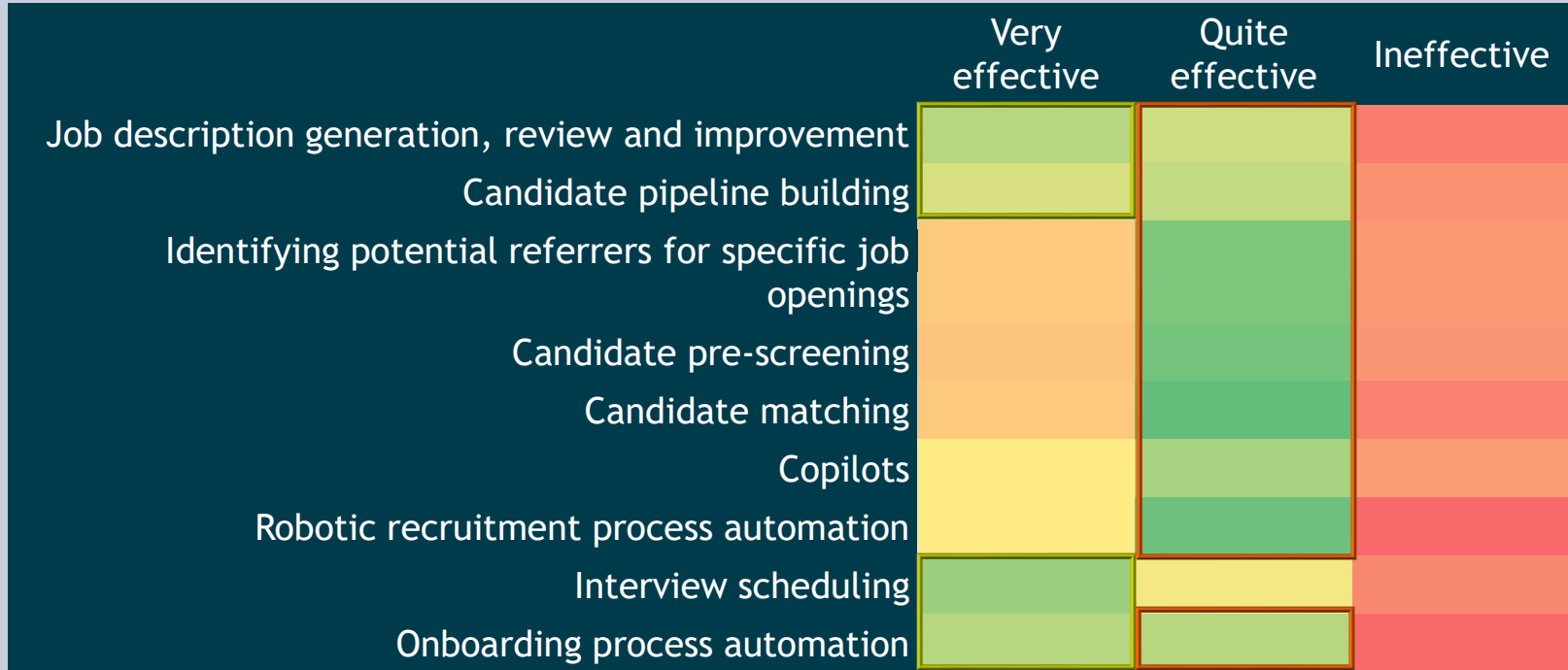


Source: Fosway Group, TA Realities 2024



How do you evaluate the impact
AI in HR is making to your
business?

Which of the following AI applications has been most effective in improving your Recruiter/Hiring Manager Experience ?



Source: Fosway Group, TA Realities 2024

Which of the following AI applications has been most effective in improving your Candidate Experience?

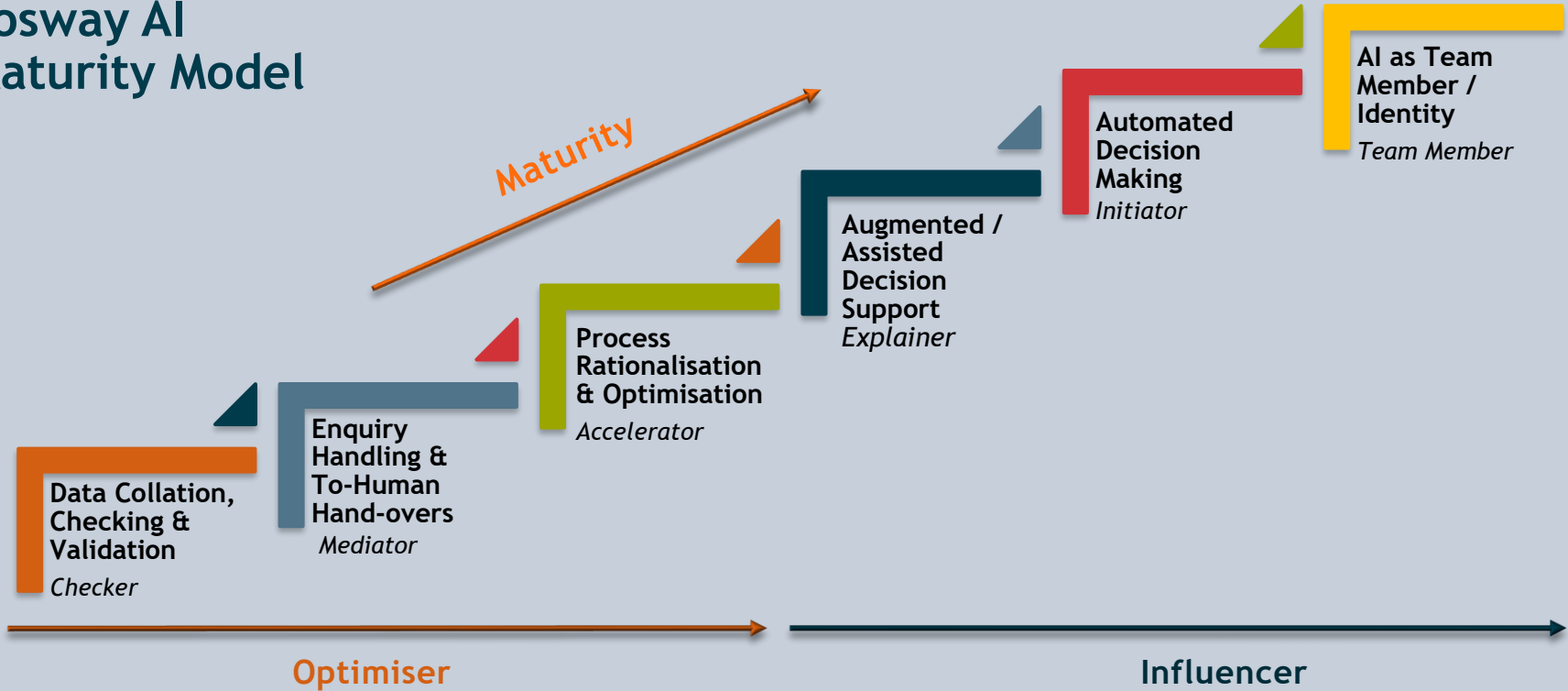
	Very effective	Quite effective	Ineffective
Programmatic advertising	Yellow	Green	Red
Career site content creation	Orange	Green	Orange
Career site personalisation	Orange	Green	Orange
Career site chatbot	Red	Green	Yellow
Career site content creation	Orange	Green	Orange
Interview scheduling	Yellow	Green	Red
Asynchronous video interviewing	Yellow	Light Green	Orange

Source: Fosway Group, TA Realities 2024



The impact of AI on HR - now and in the future

Fosway AI Maturity Model



Generative AI - What are HCM vendors doing in...?

2023

Text Generation

- Job Descriptions
- Interview Questions
- Performance Reviews
- FAQ Generation
- Growth Plans
- ...

Text Summarisation

- Survey Sentiment Analysis
- Ticket/ Issue Summaries
- Ideation /Idea Management

Accelerator (L3)

2024

More text generation & summarisation use cases

Conversational UI

- Chatbots for various personas
- Embedded conversational UI

AI Copilots

- Providing suggestions
- Generating reports
- Helping with decision-making

Configuration Assistance

Automated Data Transformation

Explainer (L4)

The agentic age

Semi-autonomous agents

- Candidate sourcing agent
- Recruiter agent
- Succession agents
- Talent review agent

Autonomous agents

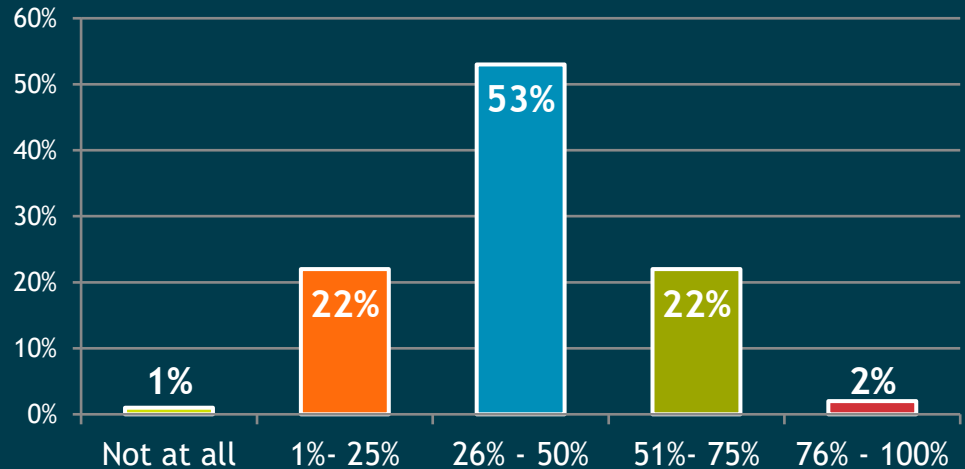
- Interview Scheduling
- AI-conducted Interviews

Initiator (L5)

Specialists are often faster to market in their specialism

By 2030 half of HR professionals think that between 25% to 50% of HR's role could be automated by AI and still be effective.

By 2030 how much of HR's role in organisations today do you believe will be automated or be made redundant by AI and still be effective?



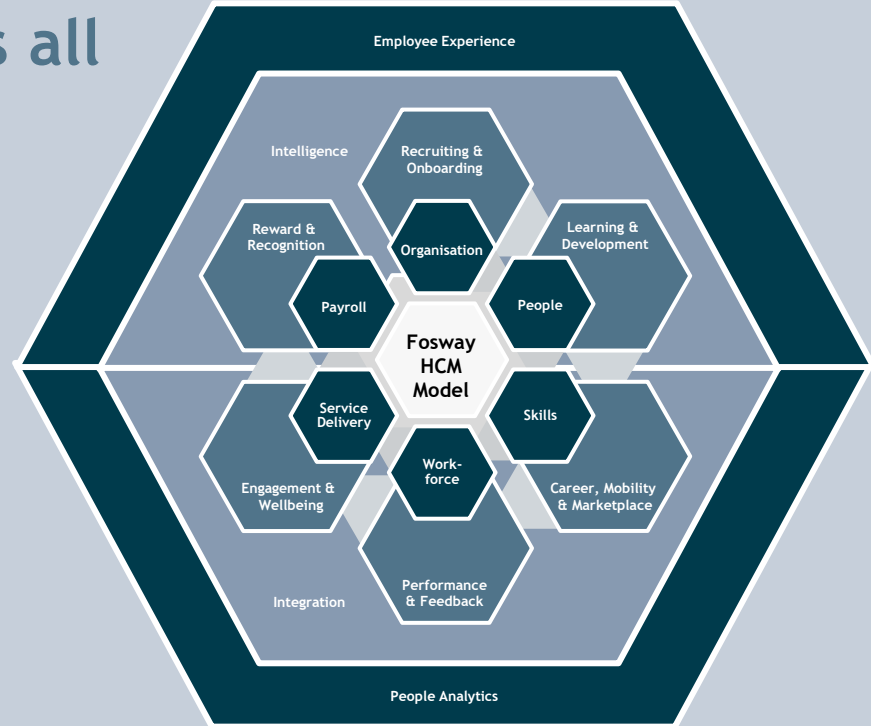


How do you evaluate the AI, Generative AI, Copilots of your HR providers?



How do you integrate AI across all of your HR ecosystem? What strategies to address this?

How do you integrate AI across all of your HR ecosystem?



Fosway HCM Model



AI In HR

Fosway Corporate Research Network Project

Taking a detailed look at the reality of AI in HR and the benefits that HR teams are realising from embracing AI innovations across the employee lifecycle.

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